

**COMMUNIQUE SYSTEM WITH ACTIVE FEEDBACK  
FOR CELLULAR COMMUNICATION NETWORKS  
Abstract**

5 The communeque system for cellular communication networks operates with  
existing cellular communication networks to provide communeque communication  
services to subscribers. The communeque can be unidirectional (broadcast) or  
bidirectional (interactive) in nature and the extent of the communeque can be network-  
wide broadcast or narrowcast, where one or more cells and/or cell sectors are  
grouped to cover a predetermined geographic area or demographic population or  
10 subscriber interest group to transmit information to subscribers who populate the  
target audience for the narrowcast transmissions. The communeque system uses  
active feedback to dynamically adjust the communequé coverage area, using one or  
more parameters including but not limited to: the number of subscribers in the  
communequé coverage area and components thereof, the demographics of the  
subscribers, the flow of subscribers into & out of existing communequé coverage area,  
the usage of communequé services: free vs subscription vs toll, and the like. The  
content of these transmissions can be multi-media in nature and comprising a  
combination of various forms of media: audio, video, graphics, text, data and the like.  
The subscriber terminal devices used to communicate with the communeque system  
20 for cellular communication networks are typically full function communication devices  
that include: WAP enabled cellular telephones, personal digital assistants, Palm Pilots,  
personal computers, and the like or special communeque only communication devices  
that are specific to communeque reception; or MP3 audio players (essentially a radio  
receiver or communeque radio); or an MPEG4 video receiver (communique TV); or  
25 other such specialized communication device. The subscriber terminal devices can  
either be mobile wireless communication devices in the traditional mobile subscriber  
paradigm, or the fixed wireless communication devices in the more recent wireless  
product offerings. Furthermore, these communeque communication services can be  
free services, subscription based services, or toll based services, while the data  
30 propagation can be based on push, pull and combinations of push/pull information  
distribution modes.